## ORDER

Orders Order / Rev: 104757 Alt Order #: 06836570 Product Desc: NV Estimate: 2891 Flight Dates: 07/27/12 - 08/16/12 Primary AE: Amy McCreary Original Date / Rev: 07/26/12 / 07/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLI2 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	26	\$66,675.00	\$56,673.75
07/30/12	08/16/12	88	\$91,550.00	\$77,817.50

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating	
July 2012	26	\$66,675.00	\$56,673,75	0.00	
August 2012	88	\$91,550.00	\$77,817.50	0.00	
Totals	114	\$158 225 00	\$134 491 25	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	59%	\$158,225.00
Market	100%	\$268,177,97

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	11%	\$29,499.58
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$29,499.58
KTUD	1%	\$2,681.78
KVVU	14%	\$37,544.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$10,727.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type Sp	pots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/	Wa@M	5-6a	MTWTF	:30	4	\$400,001	0.00 NM	11	\$4,400.00

Print Date: 07/30/12 12:04:06 Page 2 of 4

KSNV

Order / Rev:

104757

Advertiser:

RNC-IE

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06836570

Product Desc:

NV

Flight Dates:

07/27/12 - 08/16/12

Estimate:

2891

l n Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots KSNV 07/27/12 08/16/12 M-F 5-6a WakeUp w/WaQM 5-6a MTWTF :30 \$400.001 0.00 NM \$4,400.00 M-F 5-6a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS1 Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/27/12 08/02/12 MTWTF---\$400.00 0.00 Week: 08/03/12 08/09/12 MTWTF--6 \$400.00 0.00MTWTF--Week: 08/10/12 08/16/12 \$400.00 0.00 1 E 2 KSNV 07/27/12 08/16/12 M-F 6-7a WakeUp w/Wa@M MTWTF--:30 \$700.001 0.00 NM 11 \$7,700.00 M-F 6-7a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS2 Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 07/27/12 08/02/12 4 \$700.00 0.00 Week: 08/03/12 08/09/12 MTWTF--6 \$700.00 0.00 MTWTF--Week: 08/10/12 08/16/12 \$700.00 0.00 E 3 KSNV 07/27/12 08/16/12 Today Show CM 658a-9am MTWTF--:30 2 \$1,400.001 0.00 NM 5 \$7,000.00 Today Show COMMENTS APPLY TO SUB LINES A THRU B **TODAY SHW** Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTE--Week: 07/27/12 08/02/12 2 \$1,400.00 0.00 Week: 08/03/12 08/09/12 MTWTF--\$1,400.00 0.00Week: 08/10/12 08/16/12 MTWTF--\$1,400.00 0.00 KSNV 07/30/12 08/02/12 Wake Up Early w/ Wagn@M 430a-5a MTWT~~~ :30 \$150.002 0.00 NM 2 \$300.00 Wake Up Early Wagners WAKE-W/WAGNERS Start Date End Date Spots/Week Rating <u>Weekdays</u> Rate MTWT~~~ Week: 07/30/12 08/05/12 \$150.00 0.00 KSNV 08/06/12 08/09/12 Wake Up Early w/ Wagn@M 430a-5a :30 \$150.002 MTWT---0.00 NM 4 \$600,00 Wake Up Early Wagners WAKE-W/WAGNERS Start Date End Date **Weekdays** Spots/Week Rating Rate MTWT---Week: 08/06/12 08/12/12 \$150.00 0.00 KSNV 08/13/12 08/16/12 Wake Up Early w/ Wagn@M 430a-5a MTWT---:30 \$150.002 0.00 NM \$150.00 1 Wake Up Early Wagners WAKE-W/WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 MTWT---\$150.00 0.00 KSNV 08/04/12 08/04/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$350.001 0.00 NM 2 2 \$700.00 News 3 Sunrise SATURDAY NW3 AT SUNRISE End Date Start Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating 08/05/12 ---S-Week: 07/30/12 \$350.00 0.00 \$1,200.00 KSNV 08/04/12 08/04/12 Saturday Today CM 7a-9am ----S-:30 2 \$600,002 0.00 NM 2 Saturday Today SATURDAY TODAY Rating Start Date End Date Weekdays Spots/Week Rate ----S-Week: 07/30/12 08/05/12 \$600.00 0.00 KSNV 07/29/12 07/29/12 News 3 Sunrise - SUND&M :30 6a-7a ----S 2 \$350.001 0.00 NM \$700.00 2 **News 3 Sunrise SUNDAY** NW3-SUNRS WKND Rating Start Date End Date Weekdays Spots/Week <u>Rate</u> 07/29/12 Week: 07/23/12 \$350.00 0.00 E 10 KSNV 07/27/12 08/02/12 M-F Today Show II 3rd H@M 9-10a MTWTF--:30 \$500.001 0.00 NM 1 \$500.00 M-F Today Show II **TODAY SHW2** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/02/12 ---- F--Week: 07/27/12 \$500.00 0.00 KSNV 07/27/12 08/02/12 M-F Today Show III 4th IBM 10am-11am MTWTF--:30 \$325.001 0.00 NM 1 \$325.00 Today 4th Hour **TODAY SHW3** 

Print Date: 07/30/12 12:04:06 Page 3 of 4

Order / Rev:

104757

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RNC-IE

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07/27/12 - 08/16/12

Estimate:

2891

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E11 KSNV	07/27/1	2 08/02/12	M-F Today Show	III 4th IBM	10am-11am	MTWTF	:30	1	\$325.001	0.00 NM	1	\$325.00
TODAY	/ SHW3		Today 4th Hour									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 07/		08/02/12	F	1	\$325.00	0.00						
E 13 KSNV			Olympics Daytime	e Week@M	4am-6pm	S-	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
			Olympics Daytim					-	, .,	****	,	40,000
	PIC WKN											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/		07/29/12	Observation Doubles		\$1,700.00	0.00			04 700 000	0.00.101		40 700 00
E 14 KSINV	06/04/1	2 08/04/12	Olympics Daytime Olympics Daytim		4am-6pm	\$-	:30	5	\$1,700.003	0.00 NM	5	\$8,500.00
OLYMF	PIC WKNI	D	Olympios Bayuni	CVILLIAD								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/		08/05/12	5-	5	\$1,700.00	0.00						
E15 K\$NV	08/05/1	2 08/05/12			4am-6pm	S	:30	5	\$1,700.003	0.00 NM	5	\$8,500.00
OL VINE	DIO MUZNI	Б	Olympics Daytim	e WEEKEND								
	PIC WKN	End Date	<u>Weekdays</u>	Cnoto (Mook	Doto	Doline						
Week: 07	art <u>Date</u> /30/12	08/05/12	S	Spots/Week 5	<u>Rate</u> \$1,700.00	Rating 0.00						
			Olympics Daytime		4am-6pm	S	:30	5	\$1,700.003	0.00 NM	5	\$8,500.00
			Olympics Daytim		· · · · · · · · · · · · · · · · · · ·	J	.00	Ŭ	Ψ1,700.000	0.00 11111		ψ0,000.00
OLYMF	PIC WKN	D										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/		07/29/12	S		\$1,700.00	0.00						
E 17 KSNV	07/27/1	2 08/16/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	10	\$1,000.001	0.00 NM	22	\$22,000.00
		PLY TO SU	B LINES Á THRU I	В								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07		08/02/12	MTWTF		\$1,000.00	0.00						
Week: 08, Week: 08,		08/09/12 08/16/12	MTWTF MTWTF		\$1,000.00 \$1,000.00	0.00 0.00						
E 18 KSNV					5pm-630pm	S-	:30	1	\$1,000.001	0.00 NM	2	\$2,000.00
L TO NOITE	0172071	2 00/04/12	Sa-Su Early New		эртт-ооортт	3-	.50	'	\$1,000.001	U.OU INIVI	2	φ2,000.00
WKND	ED1 NW	3-6	.,							1		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07		07/29/12	S-	1	\$1,000.00	0.00						
Week: 07/		08/05/12	S-	7	\$1,000.00	0.00	.00		<b>*</b> 1 <b>*</b> 200 <b>*</b> 00 <b>*</b>	0.00 101		
E 19 KSNV	0772971	2 00/05/12	SUN, 6PM NEWS SUN 6p News Ho		Sun. 6p-7p	S	:30	1	\$1,000.001	0.00 NM	2	\$2,000.00
WKND	ED1 NW	3-6	oon op nono ne	)								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07		07/29/12	S	1	\$1,000.00	0.00						
Week: 07/		08/05/12	S	1	\$1,000.00	0.00			*******			
E 20 KSNV	07/27/1	2 08/09/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF	:30	1	\$1,100.001	0.00 <b>N</b> M	4	\$4,400.00
COMM JEOPA		PLY TO SU	B LINES A THRU	B.								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07		08/02/12	MTWTF~~	1	\$1,100.00	0.00						
Week: 08		08/09/12	MTWTF		\$1,100.00	0.00						
E 21 KSNV	07/27/1	2 08/16/12	News 3 Olympic 2 News 3 Olympic		7:30-8:00PM	MTWTF	:30	5	\$750,001	0.00 NM	11	\$8,250.00
	ENTS AF		B LINES A THRU									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07	/27/12	08/02/12	MTWT	5	\$750.00	0.00						
Week: 08		08/09/12	MTWTF	5	\$750.00	0.00						
Week: 08		08/16/12	MTWTF	<u>1</u>	***************************************	0.00	.00	<del></del>	<b>\$750.00</b>	0.00	_	
EZZ KSNV	U/128/1	z 06/04/12	News 3 Olympic 2 News 3 Olympic		7:30-8:00PM	S-	:30	1	\$750.001	0.00 NM	2	\$1,500.00

Print Date: 07/30/12 12:04:06 Page 4 of 4

Order / Rev;

104757

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36570 Prod

Product Desc:

NV

KSNV

Flìght Dates:

07/27/12 - 08/16/12

Estimate:

2891

Ln Ch Start OLYMPIC ZONE	End	Inventory Code E	reak	Start/End Ti	me Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Start Date	- End Date	Weekdays Spots/	Neek	Rate	Rating			1		
Week: 07/23/12	07/29/12	S-	1	\$750.00	0.00					
Week: 07/30/12	08/05/12	S-	1	\$750.00	0.00					
E 23 KSNV 08/10/1	2 08/16/12	Olympics Primetime C	M	7pm-12am	MTWTF	:30	1 \$6,000.003	0.00 NM	1	\$6,000.00
		Olympics Primetime								
OLYMPIC PT								1		
<u>Start Date</u>	End Date	Weekdays Spots/	<u>Veek</u>	<u>Rate</u>	Rating					
Week: 08/10/12	08/16/12	MTWTF	1	\$6,000.00	0.00					
E 24 KSNV 08/03/1	2 08/09/12	Olympics Primetime C	M	7pm-12am	MTWTFS-	:30	1 \$6,000.003	0.00 NM	1	\$6,000.00
		Olympics Primetime								
OLYMPIC PT										
Start Date	End Date	Weekdays Spots/		Rate	Rating					
Week: 08/03/12	08/09/12	MTWTFS-	1	\$6,000.00	0.00					
E 25 KSNV 07/27/1	2 07/27/12	Olympics Opening Cereio		730p-12a	F	:30	2\$10,000.003	0.00 NM	2	\$20,000.00
		Olympics Opening Ceren	nony							
OLY OPN CRMI										
Start Date	End Date	Weekdays Spots/		Rate	Rating					
Week: 07/23/12	07/29/12	F		\$10,000.00	0.00	*******	·			
E 26 KSNV 07/28/1	2 07/28/12	, ·	M	7pm-12am	S-	:30	2 \$6,000.003	0.00 NM	2	\$12,000.00
011/14510 57		Olympics Primetime								
OLYMPIC PT										
Start Date	End Date	Weekdays Spots/		Rate	Rating					
Week: 07/23/12	07/29/12	S-		\$6,000.00	0.00					
E 27 KSNV 08/05/1	2 08/05/12	, ·	M	7pm-12am	S	:30	1 \$6,000.003	0.00 NM	1	\$6,000.00
OLVMDIO DT		Olympics Primetime								
OLYMPIC PT	E1 D-4-	1611		<b>5</b> (	<b>D</b> ()					
Start Date	End Date	Weekdays Spots/	<u>/Veek</u>	Rate	Rating					
Week: 07/30/12	08/05/12		1	\$6,000.00	0.00					
E 28 KSNV 07/29/1	2 07/29/12	• •	M	7pm-12am	S	:30	2 \$6,000.003	0.00 NM	2	\$12,000.00
OLYMPIC PT		Olympics Primetime								
	End Data	Manisdaya Cantall	Maale	Dete	Datina					
<u>Start Date</u> Week: 07/23/12	End Date 07/29/12	Weekdays Spots/		<u>Rate</u> \$6,000.00	Rating 0.00					
		<del>-</del>		<del></del>		.00	4 6000.000	0.00 104		4000.00
N 29 KSNV 08/02/1	2 08/02/12	Olympics Prime REPEAT Olympics Prime REPEAT		1135pm - 5an	nT	:30	1 \$200.003	0.00 NM	1	\$200.00
OLYMPIC PT		Organiacs Filme REPEA								
Start Date	End Date	Weekdays Spots/	Maak	Rate	Rating					
Week: 07/30/12	08/05/12	T	1 <u>0001</u>	\$200.00	0.00					
7100K, 01700/12	70/00/1Z	•		ψ2.00.00	0.00					